

U. S. Patent Office
Nov 5 1956
Design Patent

Section of typical high-school installation of full-upholstered American Seating Bodiform chairs. School records show that students treat upholstered auditorium chairs with far greater care than they do plywood chairs. It's not surprising, considering the vast difference in appearance and comfort. Ask for American Seating for your own school!



First choice of America's finest schools



Full-upholstered American Seating Bodiform auditorium chairs come in a wide range of styles and colors — including Diploma Blue and Classday Coral, as shown above. All models are also available with tablet arms.

American Seating Bodiform® Chairs

American Seating Bodiform full-upholstered auditorium chairs will be *your* first choice too when you see them. First: They are attractive *and* restful — give matchless comfort, thanks to seats with spring-arch construction, backs with body-fitting contours.

Second: Automatic, silent, $\frac{3}{4}$ -safety-fold seat action allows more room for passing — and sweeping! And third, but not least: The fabric upholstery contributes importantly to good acoustics.

Also, long life, low maintenance are assured by manufacturing skill and experience without equal in the seating industry. Our seating engineers are available to help you plan — write for details today!

**AMERICAN
SEATING**



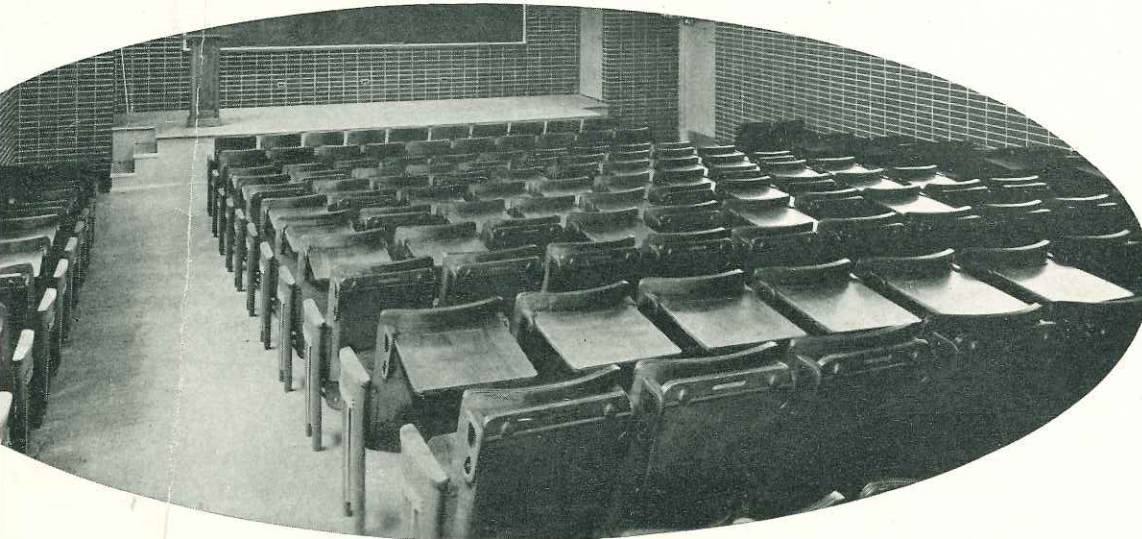
Grand Rapids 2, Michigan. Branch Offices and Distributors in Principal Cities. Manufacturers of School, Auditorium, Theatre, Church, Transportation, Stadium Seating, and Folding Chairs.

**WORLD'S LEADER
IN PUBLIC SEATING**

U. S. Patent Office
NOV 5 1956
Design Division

DOUBLE THE USE VALUE OF AUDITORIUMS AND LECTURE ROOMS WITH THIS NEW WRITING SHELF

U. S. Patent Office
NOV 5 1956
Design Division



C-2

Space-saving, convenient new folding writing shelves, as developed for use on American Seating Company Chairs with $\frac{3}{4}$ " plywood backs. Save money by doubling the use value of auditoriums, eliminating the need for extra classrooms. No additional back-to-back spacing required. A distinct improvement over any other writing device for auditorium chairs, the new writing shelf has a commodious 200 square inches of usable writing space — over twice as much as the typical tablet arm. It is made of 7-ply birch plywood, durably finished to match sturdy plywood seat and back.

Ingenious folding device readily permits shelf to be "folded" out of the way. Choice of five attractive end standards in a variety of colors. Ask for further details from our seating engineers.



New ease in writing — new comfort for auditoriums and lecture rooms. The American Seating Auditorium Chair No. 11-157 with new large writing shelf No. 349.

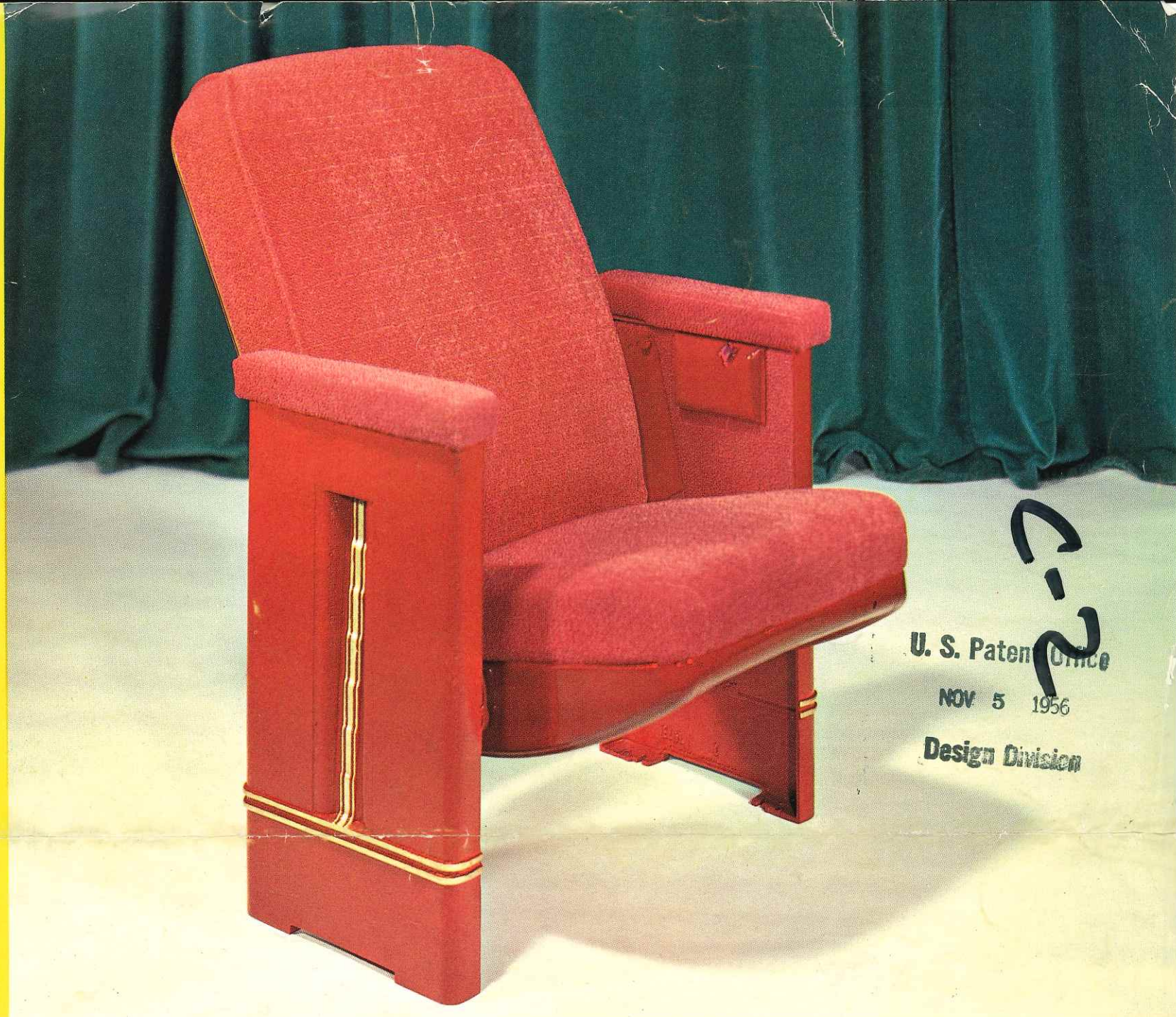
**AMERICAN
SEATING**



WORLD'S LEADER IN PUBLIC SEATING • GRAND RAPIDS 2, MICHIGAN • BRANCH OFFICES AND DISTRIBUTORS IN PRINCIPAL CITIES
MANUFACTURERS OF CHURCH, SCHOOL, AUDITORIUM, THEATRE, TRANSPORTATION, STADIUM SEATING, AND FOLDING CHAIRS

U. S. Patent Office
NOV 5 1956
Design Division

C.5



U. S. Patent Office

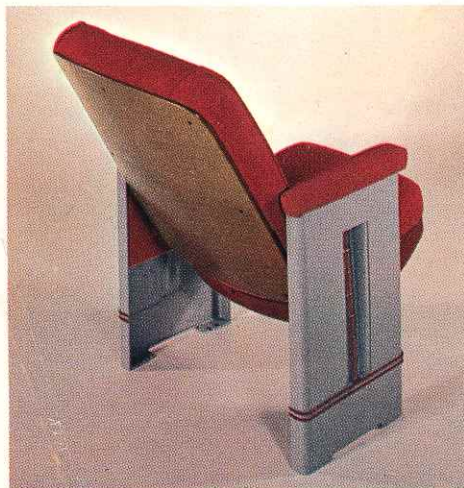
NOV 5 1956

Design Division

American Seating Spring-Back BODIFORM Chair No. 16-870.

BODIFORM® Chairs – *an invitation to luxurious comfort!*

Bodiform Chairs are easily adapted to your decorating scheme. They are available in a wide selection of upholstery materials and colors, chair styles and aisle standards.



Theatre patrons applaud the inviting, luxurious comfort of new American Seating BODIFORM Chairs. It's the sort of consideration they notice quickly – and it pays off at the box office!

The secret of this comfort is in the careful styling and construction of BODIFORM Chairs. Spring-arch seats are upholstered with full rubber pad, with an

extra thickness along front and rear edges for added softness; and the backs are designed to fit the contours of the body perfectly. Automatic, silent, $\frac{3}{4}$ safetyfold seat action allows more room for passing and easier housekeeping.

Look into American Seating BODIFORM Chairs for your theatre. Contact an American Seating representative today!

**AMERICAN
SEATING**



GRAND RAPIDS 2, MICHIGAN

WORLD'S LEADER IN PUBLIC SEATING

Branch Offices and Distributors in Principal Cities. Manufacturers of Theatre, School, Church, Auditorium, Stadium, Transportation Seating, and Folding Chairs.

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY

U. S. Patent Office
NOV 5 1956
Design Division